

LinkUp NewsLink

Fall 2001

INFORMATION FOR BUSINESSES USING RECYCLED MATERIALS IN THEIR PRODUCTS

IN THE NEWS

LinkUp partners were in the news in recent months.

Green furniture. A company that turns wheat straw and sunflower seeds into finely crafted furniture was the focus of a front-page business feature in the June 28 edition of the *Seattle Post-Intelligencer*. Reporter Marni Leff profiled Brandrud Furniture, a new **LinkUp** partner, highlighting the company's use of agricultural byproducts in its furniture line (see feature, opposite). Color photographs taken at the company's custom-designed facility in Auburn, Wash., helped round out the piece.

Easy on the eye. The *Daily Journal of Commerce's* July 5 issue took a closer look at Allied Floors and its new product, Spectacular Floors™. Spectacular Floors combine brilliant recycled glass pieces with a quick-drying cement base to create distinctive, one-of-a-kind floor designs. The flooring is less expensive than traditional terrazzo flooring and provides a market for one of King County's priority materials — recycled glass. Allied Floors partnered with TriVistro Corporation, another **LinkUp** partner, to secure the recycled glass chips.

Keeping in step. Stepping stones made with 100 percent recycled glass, manufactured by TriVistro Corporation, were highlighted in the July/August issue of *Decorating Digest Craft & Home Projects*, a publication geared to the home craft enthusiast. The issue also included easy step-by-step instructions for making these distinctive mosaic pieces at home.

Brandrud Furniture: A deep-seated enviro ethic

If you've shopped for shoes at Nordstrom lately, chances are the chair or bench on which you were sitting was framed with wheatboard, a recycled material made from wheat stalk.

This innovative use of an agricultural byproduct is the brainchild of Brandrud Furniture, Auburn, Wash. For the past six years, the company, which makes high-end office and health care furniture, has reduced the amount of hardwood and plywood it uses by 35 to 45 percent, substituting wheatboard to build the interior frames of many of its furniture pieces.

Strong and plentiful

Wheatboard is made from the straw portion of the wheat stalk. It offers the same strength, flexibility, impact resistance and screw-holding power as plywood, but does not contain formaldehyde or other toxic materials. Unlike trees, wheat is plentiful and fast-growing, and recycling it into wheatboard saves farmers from having to burn the stalks or plow them under after a harvest.

"Incorporating wheatboard into our products took a fair amount of engineering and testing," says Lee Falck, Brandrud president, who joined the company last year. "My predecessors, Larry Green and Mark Whitman, were creative in searching out places to use wheatboard that would not impact quality or durability."

Clearly, the company has hit upon a popular formula. In addition to Nordstrom, Brandrud furniture can also be found at Washington Mutual Bank, The Mayo Clinic, Westin Hotels, Hilton Inns, Smithsonian Institution and the Space Needle.

Shell power

Recently, Brandrud began using a new material called Dakota Burl® in more decorative applications such as shelving and tabletops. Made from recycled sunflower seed shells and other bio-based materials and



Kim Zumwalt

Master upholsterer Ippiloto Angelotti puts the finishing touches on a Brandrud office chair.

named for its natural burl texture and pattern, Dakota Burl, with its swirls of creams, tans and browns, resembles a piece of marble.

Brandrud's commitment to using recycled materials in its furniture is one component of its environmental strategy. "We also recycle about 85 percent of our waste, from fabric scraps to sawdust," says Falck, "and we search for suppliers who employ sustainable environmental practices."

An award winner

Brandrud Furniture has received three Environmental Excellence awards from the Association of Washington Business, serves as a "distinguished" member of Green Works (a King County program to reduce and recycle solid waste), and is a four-star member of EnviroStars, a King County hazardous waste reduction program.

The **LinkUp** team is working with Brandrud to identify additional ways the company can incorporate more recycled materials into its products and implement further waste reduction and recycling opportunities into its manufacturing process. Brandrud is also receiving promotional support.

NewsLink is published quarterly by the King County Dept. of Natural Resources, Solid Waste Division, as part of the **LinkUp** program. For information about **LinkUp**, contact Erv Sandlin at (206) 296-0233 or erv.sandlin@metrokc.gov, or go to <http://dnr.metrokc.gov/market/linkup>.



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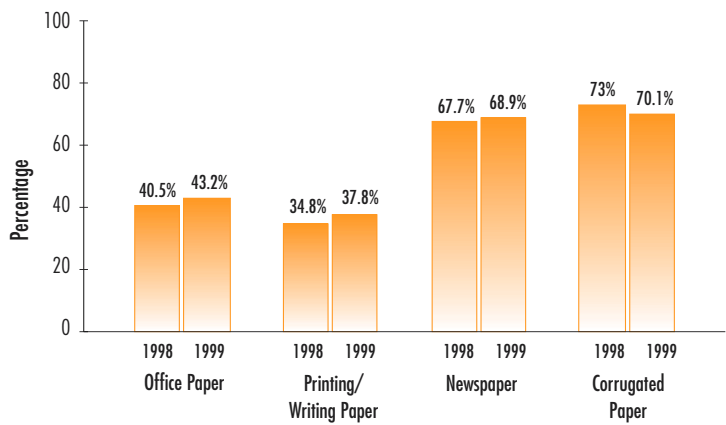
LinkUp seeks new partners in the new year

LinkUp provides eligible Puget Sound businesses with free technical assistance and marketing support. To be considered for program participation in 2002, download an application form at <http://dnr.metrokc.gov/market/linkup> or call (206) 296-0233.

FAST FACTS

Recycled paper at all-time high

In 1999, 45 percent of the paper Americans used was collected for recycling. That is 47.3 million tons, an all-time record. More paper is recovered in the United States than all other materials combined. If the amount of paper recovered in the last decade was piled in one place, it would fill more than 3.5 square miles and soar 50 feet high.



Source: American Forest & Paper Association, May 2000

SPOTLIGHT ON KING COUNTY

Built Green exhibit at Oct. 11–14 Home Show

If you’re hoping to remodel your home or build a new one, visit the Built Green™ exhibit at this year’s Seattle Home Show 2. The exhibit will include a kitchen and laundry room featuring some of the latest environmentally friendly materials and appliances designed for these two high-traffic areas. Built Green was created by the Master Builders Association of King and Snohomish counties in partnership with government agencies in those locales, including King County’s Waste Reduction and Recycling program.

Seattle Home Show 2 will be held Oct. 11–14 at the Stadium Exhibition Center. This year, 500 displays will feature bathrooms, kitchens, bedrooms and lighting, along with a focus on indoor improvements such as winterizing the home. For more information, visit www.seattlehomeshow.com.

King County unwraps Waste-Free Holidays 2001

Americans throw away 25 percent more trash during the Thanksgiving to New Year’s holiday period than at any other time of year. In fact, the average King County family will

wrap and give 30 presents this year, generating mounds of cardboard boxes, paper, ribbons and plastic wrap. This extra waste amounts to 5 million tons of garbage nationwide or about 1 million extra tons per week.

Waste-Free Holidays, sponsored by the King County Solid Waste Division in association with the King County Arts Commission and other local businesses, offers discounts and incentives to consumers to give experiences instead of “stuff” during the holidays. Dozens of arts, sports and entertainment organizations as well as area restaurants (new this year!) are participating. Consumers who purchase gift certificates or tickets from participating organizations from Nov. 23 to Dec. 31 and mention Waste-Free Holidays will receive discounts of up to 50 percent. For more information, go to <http://dnr.metrokc.gov/swd/ResRecy/wfh.htm>.

LinkUp receives EPA grant

LinkUp has been awarded a \$14,000 market development grant from the U.S. Environmental Protection Agency (EPA) Region 10. The grant will be used to help promote recycled products made by Pacific Northwest manufacturers.

CHECK IT OUT!

ENVIRO-MARKETING

GreenBiz (www.greenbiz.com) offers innovative business tools. An “Ask the Expert!” feature provides information on environmental management issues, and a “Green Marketing” link offers advice for businesses looking to market environmentally sound products.

SUSTAINABLE PROFITABILITY

The 5th Annual Sustainability Enterprise Summit sponsored by the World Resources Institute will be held Dec. 5–6 in Washington, D.C. Leading companies will present product and process innovations that deliver profitable environmental performance. For information, go to www.wri.org.

ENERGYPLUS

EnergyPlus software allows architects, engineers, building owners and managers to simulate everyday building energy use, including heating, cooling, lighting and ventilation, and make changes to reduce use and cost. This recently released U.S. Department of Energy software can be downloaded at no cost at www.eren.doe.gov/buildings/energy_tools.

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